PHILIP MORRIS U.S.A. **INTER-OFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, NY 10017

DATE: May 11, 1993

TO: Jim Scully

FROM: Steve Sampson

SUBJECT: Indy 500/Mobil Promotion

Attached is a letter from the Indianapolis Motor Speedway concerning a media buy for the broadcast of this years race. I informed IMS that this was not a PM USA issue but would follow up to see if this decision was final.

Concerning the Mobil retail program, PM (USA/Japan) will have the rights to review all creative prior to development. The logistical side of this approval process needs to be worked out but I am confident this can be developed. If this meets your approval I will tell Penske we can move forward.

Thanks for your help and let me know if you need any additional information.

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Source: https://www.industrydocuments.ucsf.edu/docs/ykbk0004